



# **MEDIA KIT 2019**

# WKTV Intro

## CEO Greeting

---

WKTV Cable Network & Radio Network is a premier multicultural media company focused on serving Korean communities in the United States.

WKTV, our flagship station, was founded in 1986. Since then, it has provided direct access to the most entertaining and compelling Korean television programs.

Currently, WKTV Cable Network & Radio Network is providing local and nationwide cable companies with various Korean programs on WKTV Channels 1, 2, and 3, along with Korea Today Radio Network XM Channel 144, through the Sirius XM National Platform.



**전 영 남**  
**(RON CHUN)**

WKTV CEO/Chairman

# WKTV Channel

WKTV CH1

WKTV CH2

WKTV CH3

## WKTV CH1

KBS (Korea Broadcasting System) News, Drama, Variety/Entertainment Show programs, and local programs

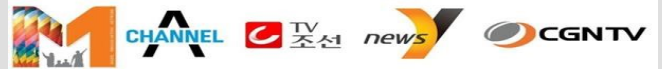
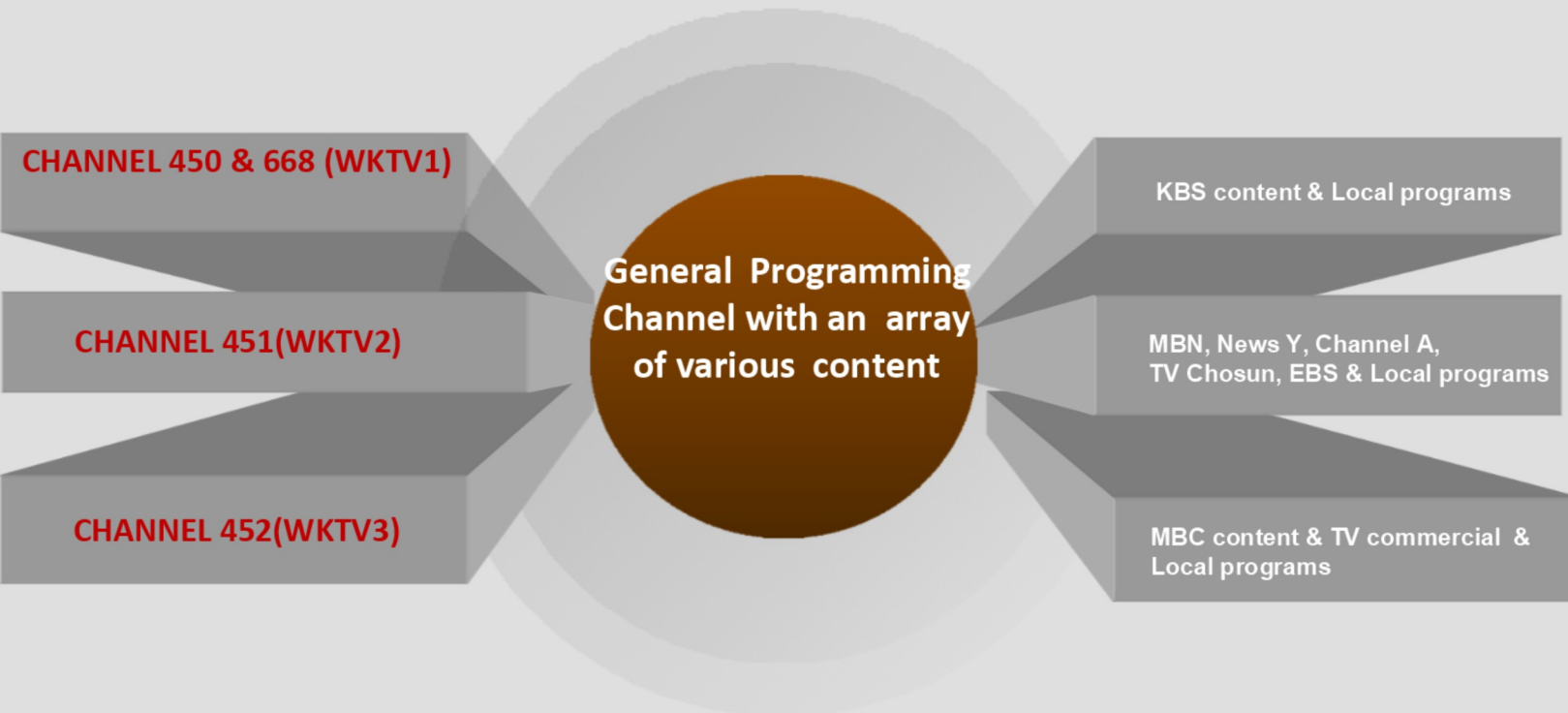
## WKTV CH2

MBN, News Y, Channel A, TV Chosun, CGN, National News, Drama, Culture, Vaudeville, and Documentary programs

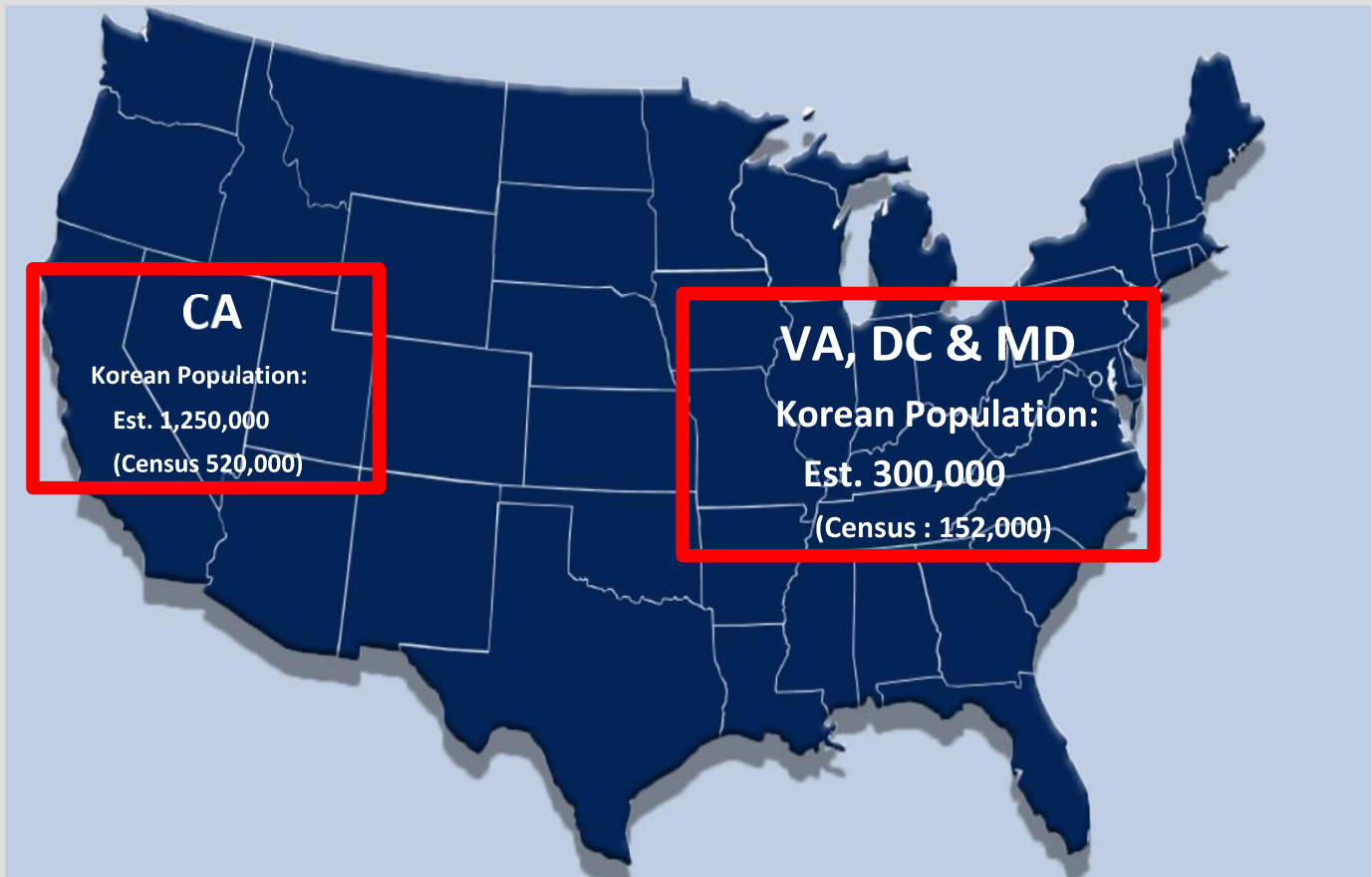
## WKTV CH3

MBC (Mun-hwa Broadcasting Corporation) News, Drama, Variety/Entertainment Show programs, and local community programs

# WKTV Channel



# Service Area Korean Population



# Service Area

## VA

WKTV 1  
(Cox 450)  
(Comcast 668)

WKTV 2  
(Cox 451)

WKTV 3  
(Cox 452)

## DC & MD

WKTV 1  
(Comcast 668)

## CA (Orange County)

WKTV 2  
(COX 474)

# WKTV & Subscribers

## WKTV

**1986**

Established as the first Korean-American TV Broadcast Station in the Washington Metropolitan Area.

### **Present**

Serves as the only Korean-American TV Broadcast Station in the Washington Metropolitan Area with 3 Korean channels and 2 Chinese channels via 24/7 Cox Cables, as well as 1 Korean channel via 24/7 Comcast in Northern Virginia, DC and MD.

## **1.15 Million Subscribers (Families)**

WKTV has 390,000 Cox subscribers (families) and 760,000 Comcast subscribers (families)



## XM Ch. 144 - Korea Today Radio Network

**XM Ch.144: The first nationwide 24/7 Korean radio channel to become available on America's satellite radio Sirius XM since January 12, 2012.**

XM Ch.144 is featuring a wide variety of Korean Pop music, news, entertainment, and cultural programming on the Sirius XM national platform. XM Ch.144 attracts 15 million Asian Americans and all demographic groups that are interested in Korean culture as well as **65.4 million Sirius XM radio subscribers.**

Since 2016, we have been providing Arirang TV/Radio content 24/7. We are enthusiastic to promote Korean culture throughout the US.





**THANK YOU**